

CHAPTER 104  
IOWA WINE AND BEER PROMOTION GRANT PROGRAM

**261—104.1(15) Purpose.** The purpose of the Iowa wine and beer promotion grant program is to provide marketing funds to promote native Iowa wineries and breweries through festivals and events.

**261—104.2(15) Definitions.**

*“Board”* means the Iowa wine and beer promotion board created in Iowa Code section 15E.116.

*“Category”* means a native Iowa winery(ies) or a native Iowa brewery(ies).

*“Department”* or *“IDED”* means the Iowa department of economic development.

*“Group”* means at least three native Iowa wineries or breweries, unless there are fewer than three licensees in either category. If there are fewer than three licensees in a category, then all of the licensees in that category must be included in the event.

*“Native Iowa wineries or breweries”* means Iowa wineries and breweries that hold a Class “A” wine or beer permit.

**261—104.3(15) Application and review processes.** Subject to availability of funds, applications are reviewed and rated by IDED staff on an ongoing basis. Applications will be reviewed by staff for completeness and eligibility. If additional information is required, the applicant shall be provided with notice, in writing, to submit additional information. Recommendations from the IDED staff will be submitted to the director of the department for final approval, denial or deferral. Applicants shall be notified in writing following the department’s final action.

**104.3(1) Eligible applicants.** To qualify for funding, applicants must include a group of at least three native Iowa wineries or breweries, unless there are fewer than three licensees in either category. If there are fewer than three licensees in a category, then all of the licensees in that category must be included in the event. There shall be a maximum of two awards per group per fiscal year.

**104.3(2) Eligible activities.** Eligible projects may include, but are not limited to, advertising placement in newspapers, billboards, magazines, radio, television, and Web advertising. Promotional pieces such as flyers, table tents, punch cards or coasters are eligible, as well as advertising specialty items. Other forms of marketing may also be eligible as determined through the review process.

**104.3(3) Application availability and content.** Applications must be completed and submitted to the department. Application materials may be obtained from IDED, Office of Tourism, 200 East Grand Avenue, Des Moines, Iowa 50309; telephone (515)242-4737; or through IDED’s Web site at [www.iowalifechanging.com](http://www.iowalifechanging.com). The grant application materials will indicate how much funding is available for the fiscal year and the maximum grant amount available. The applicant shall submit a grant application, which shall include, but not be limited to:

- a. Requirements for using the Iowa wine and beer logo;
- b. Project identification;
- c. Project budget;
- d. Fifty percent matching funds (cash or in-kind contributions);
- e. List of participating wineries or breweries, or both;
- f. Anticipated number of attendees;
- g. Dates and location of festival or event;
- h. Contact information.

**104.3(4) *Contract required.*** Successful applicants shall enter into a grant agreement with the department. The department shall prepare an agreement, which includes, but is not limited to, a description of the allowable activities; length of the grant period; conditions to disbursement of funds, if any; and default and termination procedures.

These rules are intended to implement Iowa Code section 15E.117.

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CHAPTERS 105 to 130

Reserved